2021 OREGON BEGINNING FARMER/RANCHER OUTREACH PLAN

PURPOSE

To provide a framework that guides outreach to beginning farmers and ranchers in Oregon that features programming from USDA Farm Service Agency, USDA Natural Resources Conservation Service, USDA Risk Management Agency, and USDA Rural Development Business Programs. This plan utilizes existing partnerships, formulates new ones, and enlists USDA employees statewide for full implementation.

AUDIENCES & PARTNERS

LANDOWNERS
Primary Audience
Beginning farmers and ranchers throughout Oregon, including Veterans new to farming.
A beginning farmer/rancher is a program participant who has been farming or ranching 10 years or less, actively participates in the operation including day-to-day labor, management and decision-making.

LOCAL AGENCIES/ORGANIZATION

• Oregon Cattlemen’s Beginning Rancher program
• Oregon Farm Bureau Young Farmers & Ranchers Program (YF&R)
• High School and Collegiate FFA
• Oregon Community Colleges with Farm Programs
• Oregon Colleges with farm programs including, Oregon State University College of Agriculture and Eastern Oregon University OSU Agriculture Partnership Program
• Oregon State University Extension--4-H Program, Small Farms & Community Food Systems
• Soil & Water Conservation Districts
• Farmer Veteran Coalition and other Veteran Organizations

TRIBES
The 9 tribes that are based in Oregon
Intertribal Agriculture Council, Intertribal Timber Council, Native Youth and Family Center, City of Portland Tribal Liaison, and others.

FEDERAL AND STATE AGENCIES

• Oregon Department of Agriculture
• Oregon Veterans Administration
• Business Oregon
• Small Business Administration

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2017 Agricultural Census

<table>
<thead>
<tr>
<th>No of Operators</th>
<th>2017</th>
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<tbody>
<tr>
<td>14,238</td>
<td>State</td>
</tr>
<tr>
<td>1,710</td>
<td>Clackamas</td>
</tr>
<tr>
<td>1,038</td>
<td>Marion</td>
</tr>
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<td>893</td>
<td>Jackson</td>
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<td>Yamhill</td>
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<td>Linn</td>
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</tr>
<tr>
<td>702</td>
<td>Douglas</td>
</tr>
<tr>
<td>593</td>
<td>Umatilla</td>
</tr>
</tbody>
</table>

14,238 BFR principal producers representing 10,138 farms/ranches
19,193 total BFR producers representing 11,844 farms/ranches
Of those farms/ranches 10,284 are under 180 acres

Types of production
5500 Cattle production
5200 Crops
1,600 Other livestock
1,600 Aquaculture and “other”

Oregon USDA Barriers analysis (Initial 2015, Updated 2019):

- **Pre-application**: Practical barriers for beginning farmers may include the need for startup loans and funding to purchase equipment, etc., along with the challenges associated with new leases or ownership; fear of working with the federal government; expectation of financial assistance with no restrictions.
- **Applications**: citizenship requirements, fear of working with the government, inability to prove control of land for duration of contract, non-existent or invalid water rights.
- **Contracts**: inability to provide landowner portion of cost share, lack of time to complete project(s) within program timeframe, cultural differences as relates to practices—often manifests in difference in the types of crops grown, the method/s of cultivation, acceptable land management, etc.
- **Language For non-English Speakers** - Challenges include, technical information that is difficult to translate; inability of customers to read their native language or English; customers may speak and read different dialects than NRCS can accommodate.
- **Other**: Staffing is not adequate for workload, especially the level of attention necessary to engage underserved audiences; CIS process focuses on resource issues not HU customer access.

The Future of Farmland in Oregon
Provides additional information on the challenges of being a beginning farmer in Oregon.
[https://centerforsmallfarms.oregonstate.edu/sites/centerforsmallfarms.oregonstate.edu/files/formatted_future_of_farmland_final_0.pdf](https://centerforsmallfarms.oregonstate.edu/sites/centerforsmallfarms.oregonstate.edu/files/formatted_future_of_farmland_final_0.pdf)
KEY MESSAGES/CALL TO ACTION

Message 1: USDA Secretary Sonny Perdue prioritizes focused outreach efforts to increase awareness of USDA agencies, resources or programs among populations of Young, Beginning, Small, Veteran and Historically Underserved Farmers and Ranchers.

Message 2: USDA Farm Production Conservation Agencies and Rural Development Business Programs is standing up a new team that will lead a department-wide effort focused on beginning farmers and ranchers. The Oregon Team includes Kathy Ferge, NRCS as coordinator; assisted by Donna Sprenkle, FSA; Cara McNab, Risk Management; Rachel Reister, Rural Development.

Message 3: Explore the variety of farm loan, risk management and disaster assistance, and conservation programs available to support farmers, including beginning new farmers.

OBJECTIVES

| OUTREACH STRATEGIES TO ACHIEVE OBJECTIVE |
|-------------------------------|-----------------|-----------------|-----------------|
| Date Complete | Lead | Audience | Focus/Task* | Delivery/Tactic | Evaluation/ Measure of Success |
| May 2021 | BFR Team | FPAC/RD Staff | BFR presentations | Online meeting | 5 presentations |
| Sept. 2021 | BFR Coordinator | Key Contacts/Partners | Introduce BFR program | Email, Phone calls, Meetings | Participate in 6 meetings |
| Sept. 2021 | Public Affairs | Media Partners | BFR Vignettes’ | eBlast to pertinent media | 5 articles are submitted to media |
| Sept. 2021 | Farm Service Agency | BFR | Microloan program | Increased outreach | 1 % increase in applicants |
| Sept. 2021 | Natural Resource Conservation Service | BFR | EQIP High Tunnel program | Increased outreach | 1 % increase in applicants |
| Sept. 2021 | Risk Management Agency | BFR | Whole Farm Revenue Protection | Increased outreach | 1 % increase in applicants, 1% increase in acres |
| Sept. 2021 | Rural Development | BFR | Value Added Producer Program | Increased outreach | 1 % increase in applicants |

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BEGINNING FARMER RANCHER EVENTS IDENTIFIED CURRENTLY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Person Responsible</th>
<th>Cost</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Feb. TBA</td>
<td>Back to The Root BIOC event</td>
<td>Kathy Ferge</td>
<td>TBD</td>
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<tr>
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<td>Spring Break 2021</td>
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<tr>
<td></td>
<td>OSU 4-H Youth Voices</td>
<td>Wallace Jennings</td>
<td>Free</td>
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<td>Mar. 18 – 21, 2021</td>
<td>FFA State Convention</td>
<td>Kathy Ferge</td>
<td>TBD</td>
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Evaluation – what went well? What would you differently next time? Are there other partners you could bring to the table to help with the outreach in the future?

The 2021 Beginning Farmer Rancher Outreach Plan is approved by:

Josh Hanning

Digitally signed by Josh Hanning
Date: 2020.11.10 13:40:33 -08'00'

Josh Hanning, Acting Executive Director, Oregon Farm Services Agency

JASON JEANS

Digitally signed by JASON JEANS
Date: 2020.11.10 08:41:09 -08'00'

Jason Jeans, Acting State Conservationist, Oregon Natural Resources Conservation Service

BENJAMIN THIEL

Digitally signed by BENJAMIN THIEL
Date: 2020.11.10 16:05:30 -08'00'

Benjamin Thiel, Director Spokane Regional Office, Risk Management Agency

JOHN HUFFMAN

Digitally signed by JOHN HUFFMAN
Date: 2020.11.10 16:27:57 -08'00'

John Huffman, Director, Oregon Rural Development